

AMENDMENTS TO THE SPECIFICATION:

IN THE SPECIFICATION

Please replace the paragraph starting on page 7, line 21, with the following amended paragraph:

The dynamic content delivery module 302 can feed additional content information to a content structure tool 312 and a content packaging module~~object tool~~ 310 in the content creation tool 202 and finally to a content delivery engine 322 in the server 204. The additional content information from the dynamic content delivery module 302 can be for example results of events in the broadcast, such as the name of a winner in a quiz show. When the additional content information is determined during the program, for example in live events, sports coverage or in broadcast radio, the additional content information is communicated to a content packaging module 310 to create content items dynamically.

Please replace the paragraph starting on page 10, line 16, with the following amended paragraph:

Alternatively, the content can be delivered dynamically in content blocks, where a block corresponds to a segment of the program. This approach is suitable for ~~for~~ example FM radio, where the play list is usually decided for several songs to be played and for advertising breaks.

IN THE ABSTRACT

Please replace the Abstract with the following amended Abstract:

The invention relates to a method and system of delivering an object relating to a broadcast media stream to a user terminal (110) of a radio system (206). A broadcast system (2000) broadcasts the media stream, associates the object to the media stream and delivers an object identification of the object to at least one user terminal (110) either through the radio system or as an RDS broadcast. The user terminal (110) presents the object identification in

synchronization with the media stream in the user terminal and sends, if a user requests the delivery of the object based on the object identification, a transaction signal with the object identification to a database (208) having at least one object through the radio system (206). The database (208) delivers the object of the object identification to the user terminal (110), which sent the request signal, through the radio system (206).

(Figure 2)